

GIFT CERTIFICATES America

December 3, 1993

Ms. Debra Elfar
Philip Morris USA
120 Park Ave., 7th Floor
New York, NY 10017

Dear Ms. Elfar:

I enjoyed talking with you about Gift Certificates America's national restaurant gift-certificate network. Enclosed are several copies each of our sales brochure and our national restaurant list, and samples of customized corporate certificates.

Currently, we have participating medium- to upscale establishments in 39 states and the District of Columbia. Gift certificates can be ordered in any amount up to \$300, and are worth their full face value for anything on the menu, any time the participating restaurant is open for business. Processing charge (over and above face value) starts at \$5 plus 5 percent for consumer credit-card orders. (Our certificates are not coupons, and entail no twofers or freebies.)

Corporate services include setting up standing accounts, customizing certificates with the corporate logo, fast-and-easy fax ordering, and significantly reduced processing charges based on volume, payment method and other variables.

Regarding the promotion we discussed (hypothetically, including a gift certificate or facsimile in a carton of cigarettes), we can provide the following additional services:


- Reprint our gift certificate in Philip Morris USA's design and color scheme;
- Provide "generic" gift certificates for packaging with product; or,
- Administer a coupon program through your or our own processing center.

Given the carton-of-cigarettes scenario, I suggest a coupon program. A certificate can be issued to the redeemer, or to anyone he specifies across the country. We can issue a certificate listing all participating restaurants in the recipient's area, or provide a toll-free number for the recipient to call when he's ready to dine out.

The Gift Certificates America network of fine restaurants is at your service -- and our system can be adapted to meet the needs we discussed.

Thanks again for letting me pitch my program to you. I look forward to our follow-up conversation, and to helping Philip Morris USA with its program.

Sincerely,


Richard E. Wackrow
President

MEMBER OF THE NATIONAL RESTAURANT ASSOCIATION

Gift Certificates
Info on restaurants
P.S. Believe you may have seen prev. This is for you since it's a copy. No need to return

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